Feb. 28, 1985

Present: SB, PH, HJ & Martin Rosen

Also present: Kevin, Lyn

SB Financial

Feeling confident. 1st time - from large hopefully big $ projects followed by eeking along project by project

to: getting some regular income station

ongoing pro: WER - doing well
Syndicated Column 100 to 200 newsp
WESC continuing - angle on other projects →
WELL local Bay area
Elec. WESC
Best of CQ

All have potential to be cash counts w/o major expenditures
cutting back on expenses
been no hiring / attrition

D. Cohn will be leaving in next few months
+ will be available for

Moving out of 150 Haroben's approach
1½ year remaining - can't support
moving to 3E - lots cheaper good landlord
consolidating - "together"

$90,000 - NETI
60,000 - WESC
10,000 - "Best of CQ" News that Stayed News (their idea)
North Point Press

300,000 advance - couldn't get it
"Essential WE Catalog" - tried for / didn't get advance requested
"reaction spasm"

Move toward having 6 mo reserve ($500,000 in bank)

Paul: Printing : pre-paid monthly (over 2 mo.)
Huey: ~~Hard bitten~~ when are we / when
SB cash in bank 170,000 1/31 139,000 , 2/28 144,000
advances , $30,000+ for new subscriptions
merging of both — successful
P.A. - major mess/up on delivery of WESC
may take subs back into
Huey: How many copies?: $100,000 copies (good)
pathetic in terms of expectations - worked into shake out
Doubleday in for the long haul
D-even : 250,000 copies Point ≥ 400,000 or 500,000
85-100,000 2nd edition
Revised: whole thing revised, 16 page insert, more accurate updates WER & Electronic WESC
major concern: out of date
Barb. Robertson - editor of WESC / **back**
shift from slick / back to Whole Earth
promo piece / fancy paper - didn't work

Hacker's Conference broke even "on the cheap"
Patti loaned by John Brockman
reported widely / access to people in the business
"shabby + sparkling" affects the
The WELL no glitz / make service "ASAP
= merging has healed split editorially (staff)
[redacted]
new section in WER: "Small Business" Paul + Kevin

WELL: 750 VAX 27 Gate Five Rd.
NETI ~~paid~~ pays for it all (in addition to advance)
host of VAX/UNIX professionals avail. for consultation
Lee Felsenstein (host of "HACKER~~S~~' CONF)
initially cost: $8 mo / $2 hr after packet-switching: $1 /hr in Bay Area
Elec. Mail, WESC, Conferences
Later: Computer Shopping (Smith + Hawken, Whole Earth Access, Computer literacy)
(✱) Smith Hawken - look at their billing system
Huey + Paul: fiscally surviving

Huey: ① Info + direction of magazine
② General Management

Huey: Computers Small Business Section?
real work - info design, use of Libraries + computers
Paul: Small Bus. is about Small Business
Mgt, Board, Decision Making
Board has to be involved more; Reality of Policy decisions
too often non-profits overlook:
conflict / delicacies of management
{

SB: we'll have no scientists
Sabbatical - end of June once these are going WESC / WELL, column, new WER position → passive to active in research + articles
KK to run [illegible] show (good w/people / production
wants to be gone: organizationally [illegible]
will write: "man who planted trees + grew happiness" France
Nicholas Nagaponti's work pushing edge of Cybernetic Frontiers

85 86

Huey : can we afford to support you? $36,000 July - July

SB: yes foresees no salaried personnel to get raises

Favors it (even if we have to raise # from outside sources)

stir newly ~~rich~~ Silicon Valley types

HJ: talk about philosophy & leadership

Paul : ~~[illegible]~~ ~~[illegible]~~ ~~Brd~~, Board needs info

" needs agenda

This is ~~more of~~ an impromptu meeting - not a "doing business" meeting

"have to have something to do" [could have saved $ w/more power]

PH: were emasculated / shadow board meetings

SB: How do you suggest restructuring

PH: Have to want it.

SB: 1. President of Board not SB or KK

2. Phone briefing a week before PH: On paper before hand

MR Agenda = expectations

this was an anti board mtg sufferance

how you dignify relationships

identify issues, informs & then assist (trusting & critical manner)

HJ ~~Evaluation of~~

SB : pay for + get you on WELL [on own conference]

PH: Take care of business - but only "between the cracks"

more papering

WBSC chose to ~~took~~ "be your friend" instead of "doing Board business"

SB Information first (on issues)
Discussion advice, criticism

Best of CQ book.
on the WELL

SB: Like to see Board members get more value out of their position.

PH+HJ Expand the Board ♀ to break the ♂ set
should have Board experience (shouldn't be training ground)
Discussion of year ahead (informal get together??)

PH: Meeting someplace else other than tug
Little more formalized
set dates for the year

HJ
① Bd
② Mgt
③ Year away

PH: Paul, Huey + Marty - nominating committee
SB: recommends max of 2 more members
HJ: time for change

> 3/15 7:30 AM - Paul's offices
week of 18th ~~3/18~~
3/21 ~~Backup~~
BYO Croissants

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